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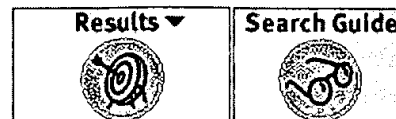
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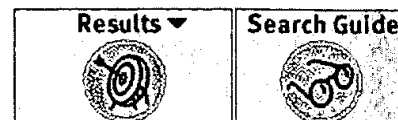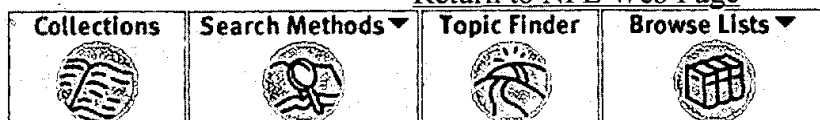
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Direct marketing with ModelMax

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Volume:	8
Issue:	1
UMI Publication No.:	01210704
Start Page:	56
Page Count:	3
Text Word Count:	2223
Source Type:	PERIODICAL
ISSN:	10408460
Subject Terms:	<u>Software reviews</u>
	<u>Neural networks</u>
	<u>Direct marketing</u>
	<u>Computer based modeling</u>
Classification Codes:	**9190**: *US*
	9120: *Product specific treatment*
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Geographic Names:	US
Companies:	<u>Advanced Software Applications Inc</u>
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Abstract:

Neural network modeling software ModelMax from Advanced Software Applications is reviewed. ModelMax is a specialized product that has been customized for direct marketing use, and automates may of the tasks, such as target mailings, in conducting direct marketing campaigns. Neural networks are computer models that simulate or mimic biological intelligence. The computer model takes the form of a network of brain cells and the synaptic links between the cells. The strength and content of the synaptic link gives the network its personality and determines it function, which could be learning, memory storage and retrieval, or pattern recognition. ModelMax performs all these neural network modeling tasks.